

## **Changing Habits of Library Users in Digital Environment: A Study**

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**Abstract:** In College Library, there are two separate groups have come in front, library staff in one side and other group consists of students and as well as other staff of the Institution. There is a population of mixed age group. The effort of library staff is to bridge between user and information. Library staffs have to understand the demand of its users and have to give maximum effort to help the users as possible. Documents are now coming in electronic form with its traditional forms also. Library users spend much more times in electronic device such as desktop computers, laptops, tablets etc. to make their study material from e-books, e-journals and e-articles as well, rather than simple printed paper books. They rely more on photo copying, scanning etc. through their smart phones in case of paper materials than reading and writing on notebooks as followed by older generation to save their time but in long run they used to in that type of practice. Sometimes, those who are not intended to read on the computer screen, they choose to get a print version in a paper from downloaded article. They spend more time on browsing reliable information according their study material. Long time spending in library reading room is now become declining but changing it towards more time in computer cubicle in library. Nowadays, many technical devices are in use for smooth functioning of a library. Much software is invented to store more and more information, to convert old printed books into digitized one. Libraries are also making over day by day more trendy as its user's necessity. Libraries have digital repository to cope with their user's changing pattern of library using behavior. In a day of information explosion filtering the right information is a mammoth task. Few barriers hindered the user to step into the library premises. There is a need also to find out the barriers from the side of users to solve it. Accordingly, there is a need of a research work to know how effective the service is, where a provision of betterment is, how much user is satisfied by the service, what are needs of user so on so forth. In this topic, researcher tries to find out the service quality through a short study collecting answers from few respondents chosen randomly in researcher's workplace. After collecting data, inferences are drawn related to problem. Drawbacks are identified from any sector through a short survey using proper method also. Good library services save the time of its user, reduce searching time of catalogue, reduce users dissatisfaction, make user more cooperative and help to go towards better service option. So, this study is a systematic trial to solve a problem of user's changing reading habits and barriers faced by them from changing library pattern also.

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### **I. INTRODUCTION**

Library, first of all, when we think about it, we imagine a big room with a lot of books and journals. In library, there are few persons who help us to seek the right book to us as a service provider. So we need one or more person to help to find out the right book or information. So, we need service from library. There are various types of service. We choose the service which is best suited us. At first, the study started here about the service related to books and Journals which have come to us in both electronic and printed format. We can take books to our home or read books in library premise if space available. We mention these services as book lending service for home and another one as reading service. Important factor is that where, how and which pattern we render that service. There are some basic criteria to practice library service more efficiently.

The National Accreditation Assessment (NAAC) presented best practices in library service under the four broad areas i.e. A) Management and Administration of Library. B) Collection and services, C) Extent of use services, D) Use of Technology.

According to Kumar, Ranjit, "Research techniques applied entirely in nature are used primarily for professional consolidation, understanding, development and advancement.....the questions that can be raised about any profession.....directly or indirectly provide a service--...library studies...--can be considered from four different perspectives : the service provider, The service administrator, The service consumer and the

professional.”In case of College Library, our main concern is towards students who are main user of College Library. There are many tools used to get feedback from users. The surveyor here chooses SERVQUAL as research instrument. According to Wikipedia, “SERVQUAL is a multidimensional research instrument (i.e. questionnaire or measurement scale) designed to measure service quality by capturing respondents’ expectations and perceptions along the five dimensions of service quality.” i.e. reliability, assurance, tangibles, empathy and responsiveness.

Our approach is to judge the service quality provided by any college library towards its users. The main objectives are to find out i.e. 1) the types of resources are provided by the Library.2) the time schedule of student/staff members spend in library’s reading room.3) the type of resources which are useful for them.5) the reason behind to choose the library reading room as comfort zone.

The data are being collected from students of one college in both Post Graduate and Under Graduate section and student and staff members as well. The present study uses a quantitative method using a questionnaire. Data have taken by a survey among 500 students out of 2500 randomly among those who use library maintaining discipline. The number of staff members are near about 15 out of 85. Questions are based on student’s day to day experience of using library and what they want(their expectations) from library. Questions for staff members are of same pattern. Library staff also questioned to know about resources provided by library and to know about changing behavior pattern of its user.

The study made these questions according to SERVQUAL. This questionnaire was first published (1988) by A.Parasuraman, V.Zeithaml and L.A Berry to measure quality in the service sector. The questionnaire consists of matched pairs of items dividing on expectation and perception but here in the situation where sample does not comprise large group so questionnaire organized into five dimensions which are believed match the user’s mental map of service quality. Parasuraman and Berry (1990) emphasized into five broad constructs namely tangibility, reliability, responsiveness, assurance and empathy. The questions are arranged according to 5 point Likert Scale to get clear answers for our study. Inferences are derived. Researcher mainly asked questions to know from the visitors existing facilities provided by the library or their desired level of services they expect from library.

Student participated in the survey -500 Total number of student in the Institution-2500 Student participated in the survey 1/5 of the population. Gender of participants –Female	Staff participated in the survey- Teaching-15 Non- teaching-5 Total-100. (1/5 of the population) Gender of participant- Male & Female both.
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**Table1 :** Users visit the Library:

No. of respondents	Occasionally	Yearly (1 to 11)	Monthly (1 to 12)	Weekly (1 to 5)	Daily	From Home
Students	48	132	245	58	5	12
Teaching staff	0	0	1	12	1	1
Non-Teaching Staff	0	0	4	1	0	0
Total =520	48 (9.23%)	132 (25.38%)	250 (48.08%)	71 (13.65%)	6 (1.15%)	13 (2.5%)

(N.B. Here, we use the term “from home” .Because, in the age of modern gadgets students are fond of using their Tabs, laptops anywhere.)

**Table 1A :** For those who visit the Library more than others:(spending time in Library)

Number of respondents	4 hours+	4 hours	3 hours	2 hours	1 hour	Less than 1 hour
Students	37	46	46	78	85	208
Teaching Staff	0	5	0	10	0	0
Non-Teaching Staff	0	0	0	0	0	5
Total =520	37 (7.11%)	51 (99.81%)	46 (8.85%)	88 (16.92%)	85 (16.35%)	213(40.96%)

Q.1 & 1A was used to measure **assurance** or the ability of library staff to inspire trust and confidence in library users. Data shows Users used to visit library and they like to spend quality times in library. So, it is

obvious that courtesy of employees help them to use library. Desired expectation would be met in that particular situation.

**Table2 :** Users take resources from Library

No. of respondents	Traditional Resource	Electronic Resource	Both types of Resources
Students	295	105	100
Teaching Staff	13	0	2
Non-Teaching Staff	5	0	0
Total =520(%)	313(60.19%)	105(20.19%)	102(19.62%)

(N.B. Traditional resources include Books, Journals in its printed form. Electronic resource includes Books, Journals in its electronic form.)

Q.2 measured **tangibility** or the physical facilities, equipment and personnel in the library.

As a college library based mainly on humanities subjects, users basically trust on traditional resource. So, expected need of modernization and electronic resources library could not reach the required aim. It is also a drawback of any modern library. Library could not tangible enough because of lack of manpower, equipment.

**Table 3 :** Types of services offered by Library he/she likes most:

No. of respondents	Book Lending	Reference service	Reprographic service	Others
Students	384	108	250	75
Teaching Staff	15	5	10	5
Non-Teaching Staff	5			
Total=857(%)	404(47.14%)	113(13.19%)	260(30.34%)	80(9.33%)

(N.B. Those who lend books use other services also .Actually it’s a combined service).Other services include reading, lending, photocopying, downloading electronic materials from website etc.

**Table 3A:** Types of services she/he (mainly students) wants from the Library at the time of Examination.

No. of respondents	Book Lending	Reference service	Reprographic service	Others
Students	145	0	450	595
Teaching Staff	15	0	0	15
Non-Teaching Staff	0	0	0	0
Total =1220(%)	160(13.11%)	0	450(36.89%)	610(50%)

Q.3 & 3A were used to measure **reliability** or the ability of College library to perform promised services dependably and accurately. College library actually provides traditional resources and to some extent electronic resources. So, at the time of need particularly at the time of examination, sudden rise of reprographic services which include scanning, photocopying of materials is quite high. The reliability of college library would reach its aim.

**Table 4 :** Behaviour of Library staff towards its user :

No. of respondents	Very good	Good	Satisfactory	Not Satisfactory	Poor	Very Poor
Students	5	61	185	190	54	5
Teaching Staff	2	24	20	2	1	1
Non-Teaching Staff	0	3	2	0	0	0
Total =555(%)	7(1.26%)	88(15.86%)	207(37.30%)	192(34.60%)	55(9.9%)	6(1.08%)

Q.4 was used to measure **responsiveness** or the willingness of library staff to provide prompt service. User’s expectation is always high on the behavior of library staff. Generally, if one could not find any book or the particular book is not available on the stack on that particular time, it is also dissatisfies the said reader. In another case, if one could not find any book in lending section because of restriction due to unavailability, it also

a part of unresponsiveness on the part of library staff. But the data already showed that user wants to spend more time in library premise. So, the result is quite contradictory. But, we can asses that the responsiveness of library staff quite near expectation in respect of perception.

**Table 5:** Barriers of Library to use it, as he/she thinks:

Number of respondents	a	b	c	d	e	f	g
Students	50	80	350	70	60	20	95
Teaching Staff	13	15	15	1	1	0	1
Non-Teaching Staff	5	5	5	0	2	0	0
Total=788(%)	68(8.63%)	100 (12.69%)	370 (46.95%)	71 (9.01%)	63 (8%)	20 (2.54%)	96 (12.18%)

- a) I don't like to search Catalogue.(Mechanical Barrier)
- b) Rules are very much irritating. (Library comfort Barrier)
- c) Our Library is not spacious. (Library comfort Barrier)
- d) Staffs are not helpful.(Staff Barrier)
- e) Don't get books as I need.(Resource Barrier)
- f) Don't know how to use Library.(Library knowledge Barrier)
- g) I'm very much tensed when I enter in Library.(Affective Barrier) etc.

Q.5 used to measure **empathy** or the caring individualized attention which organization provide to their library users.

Data shows users want to spend more and more times in their college library. But due to lack of space, they hardly do it. Major portions of students vote for quiet and calm condition of library environment. They like their college library environment. They need more spacious arrangement to seat to do their work. They are very disappointed for time restrictions to take books which are disturbed for lack of enough staff. Their emergent need of books for Examination purpose break all barriers of time fixed by Library. Library staff also helpless on his/her side for sudden demand rising of books to fulfill. They cannot purchase huge number of books in respect of student for a particular subject strictly speaking particular topic for preparation of class test. Best practices which are fixed for college library are quite near the situation. Except few cases, these are quite possible to be followed.

Sharon,L,Bostick (1992) who developed an instrument comprising statement denoting different library barriers to measure library anxiety, categorized factors in terms of staff barriers, affective barriers, mechanical barriers, library comfort barriers, library knowledge barriers, and resources barriers.

In case of this library where study was conducted, lack of manpower is main drawback for proper practicing of service. According to State Law, staff will be appointed according to number of books in a College Library but not according to the number of students in the institution. With the time passes by the number of students become the burden of a college library for better service. This condition also effect to increase number of days the library is kept open and working hours for better service. So, this condition relates with assumption of manpower development.

In case of Metropolitan city like Kolkata, space is very precious. Earlier days, space is sufficient for limited number of students but nowadays we have to offer them limited space as previously offered but with time number of student is double from earlier. Library Advisory Committee can't help the library personnel in this critical matter. With growing number of books and book racks fixing research cubicles for teachers/students is quite impossible.

Books of any pure Arts College are basically misfit with few prefixed criteria of collection development. Old journals of Arts have its own research value; Library staff cannot weed it out. In some cases, few books are out of print from the market, so anybody cannot have the luxury to weed it out. Sometime syllabus is renewed but old books get its glamour back. After searching meticulously only few books are ready for weeding out. So, there is a burden of books related with its space become burden for every library. With crunching fund organization cannot able to buy new books, as situation demand. Library cannot place new racks for space scarcity. Poor collection is a drawback for good service.

According to Collins English Dictionary, Your perception of something is the way that you think about it or the impression you have of it. And, your expectations are your strong hopes or beliefs that something will happen or that you will get something that you want. Victor H.Vroom's Expectancy Theory addresses

motivation and management. The theory suggests that an individual's perceived view of an outcome will determine the level of motivation. It assumes that choices being made maximize pleasure and minimize pain." The idea with this theory is that people are motivated to do something because they think their actions will lead to their desired outcome (City of Redmond, Survey Result. The Gilmore Research Group, Nov.2009). "The discrepancy between expectations and perceptions (Perception – Expectation) formed the gap score that were used to assess service quality and customer satisfaction. Negative gap scores show that service quality is perceived poor and hence no customer satisfaction while positive gap scores show that higher service quality and hence customer satisfaction."

Any public sector would be successful if they have positive attitude, dedication to their work and willingness to serve better to their clientele besides different barriers in day to day work. In the situation of college library, student's view would be noted through proper investigation by a short survey. In doing so, manpower of library should be mobilized through proper training, motivated to serve better to their users and would be able to use library resource fully.

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